

Job Description

Job Title: Communications and Engagement Manager
Reports to: Director, Into the Light
Contract: Fixed term contract ending on 31st March 2027
Hours: 22.5 hours per week. The postholder will be required for occasional evenings and weekends but can manage hours flexibly around other commitments.

Salary: £27,500 (FTE pro rata)
Location: Your main place of work will be Corten House, Aykley Heads, Durham. We operate a hybrid working model, with Monday's required in the office.

Job Purpose

The role is vital to the Into the Light partnership and wider culture and education services across County Durham. As the Programme enters its second year, the post holder will be part of a diverse team based across multiple organisations.

The post holder will develop and implement a high-quality, comprehensive communications and engagement plan in line with the Into the Light marcomms and stakeholder engagement strategy, ensuring strong engagement of the programme's diverse priority audiences, from beneficiaries to stakeholders and potential funders, and contributing to the achievement of Into the Light's central objectives.

In collaboration partners and contracted service providers the post holder will support the creation of innovative content that share and illustrate the programme's objectives and widen the reach of the programme, particularly to target audiences and beneficiaries. This includes policy stakeholders and potential fundraisers as well as the wider creative sector and communities.

Each individual project or strand of work has its own manager/lead based across diverse organisations, and a close and effective collaborative working relationship with those colleagues will be required. The post holder will also be responsible for day-to-day liaison with contracted service providers, including but not limited to PR Agencies, Designers, Producers, Photographers and printers.

The post holder will take forward delegated tasks, including:

- supporting development and delivery of engagement events
- managing design and print
- developing and delivering social media planning
- liaising with press and media
- drafting and proofing communications
- contributing to, and quality assurance of partner content
- managing website content and strategy

The post holder will support the Programme Director and project managers with reporting to a diverse group of funders and stakeholders, including Council leadership, Arts Council England and major funders.

Principle Responsibilities:

Listed below are the responsibilities this role will be primarily responsible for:

- To work with ITL colleagues and delivery partner organisations to implement the communications and engagement plan.
- To lead on the delivery of communications, managing a co-ordinated approach with external agencies.
- To develop and maintain Into the Light's online presence and content, supporting the development of website content and social media, including: maintaining and creating content for blogs, news, video and social channels.
- To liaise with delivery partners and when appropriate contracted freelance artists and practitioners to research, develop and prepare appropriate communications and engagement materials, designed to meet project needs including building stakeholder relationships.
- Generate ideas and copy for media releases that meet strategic objectives around audience development including stakeholders.
- To liaise with media and other external agencies to place content highlighting Into the Light, either as a programme or drawing on the profile of partners and individuals in the consortium.
- To support external PR agency with delivery of the Communications strategy, and to manage contracted relationships.
- To use agreed shared platforms to plan, schedule, log and record all content.
- Research and identify appropriate conferences and external events where ITL should have a presence, and support nominated representative (ITL Director, Steering Group members, or partner leads) to take part as speakers or panel members.
- Attend external events as a representative of ITL.
- Be fully compliant with GDPR requirements.

Travel is an essential requirement of the post and some evening and weekend work may be required.

The above is not exhaustive and the post holder will be expected to undertake any duties which may reasonably fall within the level of responsibility and the competence of the post as directed by the Into the Light Director.

Organisational Values and Responsibilities

- **Values and behaviours**
To demonstrate and be a role model for the Visit County Durham's values and behaviours to promote and encourage positive behaviours, enhancing the quality and integrity of the services we provide.

- **Smarter working, transformation and design principles**
To seek new and innovative ideas to work smarter, irrespective of job role, and to be creative, innovative and empowered. Understand the operational impact of transformational change and service design principles to support new ways of working and to meet customer needs.
- **Communication**
To communicate effectively with our customers, managers, peers and partners and to work collaboratively to provide the best possible public service. Communication between teams, services and partner organisations is imperative in providing the best possible service to our public.
- **Health, Safety and Wellbeing**
To take responsibility for health, safety and wellbeing in accordance with the council's Health and Safety policy and procedures.
- **Equality and diversity**
To promote a society that gives everyone an equal chance to learn, work and live, free from discrimination and prejudice and ensure our commitment is put into practice. All employees are responsible for eliminating unfair and unlawful discrimination in everything that they do.
- **Confidentiality**
To work in a way that does not divulge personal and/or confidential information and follow the council's policies and procedures in relation to data protection and security of information.
- **Climate Change**
To contribute to our corporate responsibility in relation to climate change by considering and limiting the carbon impact of activities during the course of your work, wherever possible.
- **Performance management**
To promote a culture whereby performance management is ingrained and the highest of standards and performance are achieved by all. Contribute to the council's Performance and Development Review processes to ensure continuous learning and improvement and to increase organisational performance.
- **Financial management (for applicable posts)**
To manage a designated budget, ensuring that the service achieves value for money in all circumstances through the monitoring of expenditure and the early identification of any financial irregularity.

Person Specification

Qualifications	<ul style="list-style-type: none"> • Educated to degree level or equivalent experience in a relevant field such as the culture sector engagement, marketing and communications, stakeholder relationships, digital engagement, public engagement, media.
Experience	<p>Essential:</p> <ul style="list-style-type: none"> • working with diverse partners and/or clients • delivering a social media presence across a range of platforms. • developing and delivering communications strategies and delivery plans. • appropriate digital production and editing tools • use of digital platforms to engage with audiences. • Website development and content management • establishing, developing and maintaining key partnerships and relationships to support work programmes. • working with and managing information across different Content Management Systems (CMS). • managing relationships with agencies and contractors. • collection and organisation of data and report information • maintaining databases of information and records • implementing online marketing tactics to drive web traffic, including search, media, optimisation, social networking and e-mail. <p>Desirable:</p> <ul style="list-style-type: none"> • working in the culture sector or creative industries • working with business and third-party providers • online booking systems • CRM systems • digital crowdsourcing (fundraising), activities and events. • support to Project Boards, committees or similar. • working on National Lottery Heritage Fund Funded Project and/or Arts Council England Funded Project
Skills & Knowledge	<ul style="list-style-type: none"> • working knowledge of relevant national agendas and initiatives in the culture sector and audience development. • operating and creating content for electronic platforms to the benefit of the target audience and in support of delivering outcomes/objectives. • copy writing. • ability to talk to beneficiaries and partners, providing clear advice, support and feedback. • Creative flair and an eye for good design. • providing appropriate reports and analytics and maintain accurate records of service uptake.

	<ul style="list-style-type: none"> • Ability to monitor and evaluate all communications activities carried out using appropriate frameworks. • work on own initiative and collaboratively with a wide range of partners. • manage multiple priorities. • think creatively and use problem solving skills. • Excellent organisational and project management skills. • Excellent negotiation and advocacy skills including the ability to motivate and influence others to adopt a course of action. • Excellent communication skills including written and verbal presentation to wide ranging audiences. • Excellent customer service skills. <p>Desirable:</p> <ul style="list-style-type: none"> • Knowledge of brand management. • Trained in the production and use of audio and videos • Interest in human centred design approaches
Personal Attributes	<ul style="list-style-type: none"> • Ability to travel to sites across County Durham. • Ability to travel to sites in the UK and abroad in order to fulfil the requirements of the post • Ability to work a flexible working pattern including working some evenings, weekends and over-night stays away from home. • Energetic, enthusiastic, confident and self-motivated • Ability to operate under tight pressure timelines • Strong commitment to customer care, service delivery, best value and continuous improvement. • Committed to the principles of equality and diversity • good inter-personal skills and be able to work in a multi-disciplinary environment • Able to work on own initiative with minimal supervision • Have a flexible approach to working for a dynamic programme